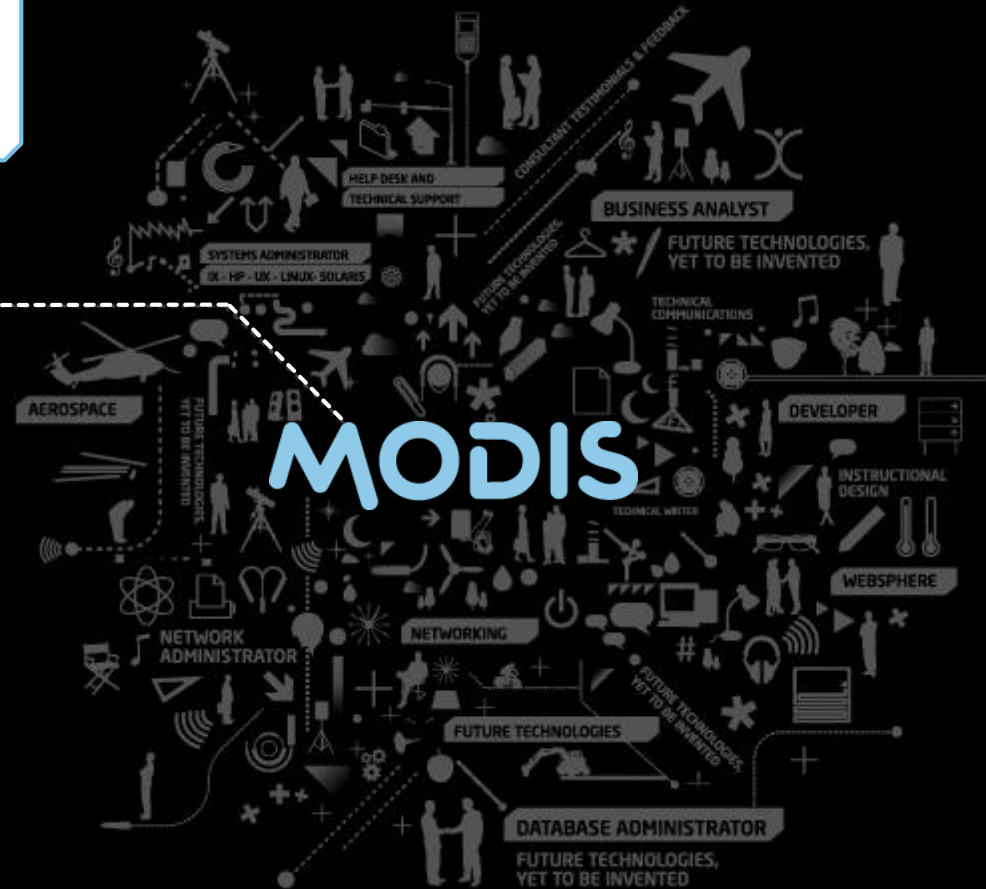


# Tech Trends Survey

IT Leaders and the Employment Market

September 2016



# METHODOLOGY

- Allison+Partners Research + Insights team surveyed 500 individuals who identified as IT decision makers, responsible for key decision including hiring within their organizations. The survey was fielded using the Qualtrics Insight Platform and panel was provided by Qualtrics panel services. Fielding was executed between August 1 – August 9.



KEY INSIGHTS

# KEY INSIGHTS

- 26.4% of respondents said salary is the most important benefit for attracting talent, while 42.8% said a flat corporate structure is the least important benefit
- 63% of respondents agreed that tech workers are more concerned about salary and total compensation than the stability and longevity of the company
- With regards to salary, most respondents felt tech workers expected a market average (49%) or above average (42%) salary
- Team work and interpersonal skills was ranked as the most difficult soft skill to find in tech candidates (31%), while security and infrastructure ranked as the hardest to find hard skill (22%)
- When hiring candidates who are employed, most respondents offer an average salary increase between 6-9% (33%) and 10-15% (32%)



# KEY INSIGHTS

- 41% of respondents said age is the biggest challenge to diversity in tech industry; 28% said gender, and 21% said ethnicity
- A majority of respondents are open to re-hiring top performers who have left, with only 12% saying they would not rehire
- Respondents were more concerned with the quality of a schooling institution than its online/offline nature (27%), and viewed online and offline degrees equally (20%)
- Chicago is the top ranked future tech hotspot (51%), and Omaha is the lowest (10%)
- 46% of respondents said artificial intelligence has the potential to make the biggest impact, and only 12% said AR/augmented reality does
- 40% of respondents said external threats were the biggest threats to their company

# KEY INSIGHTS BY GENDER

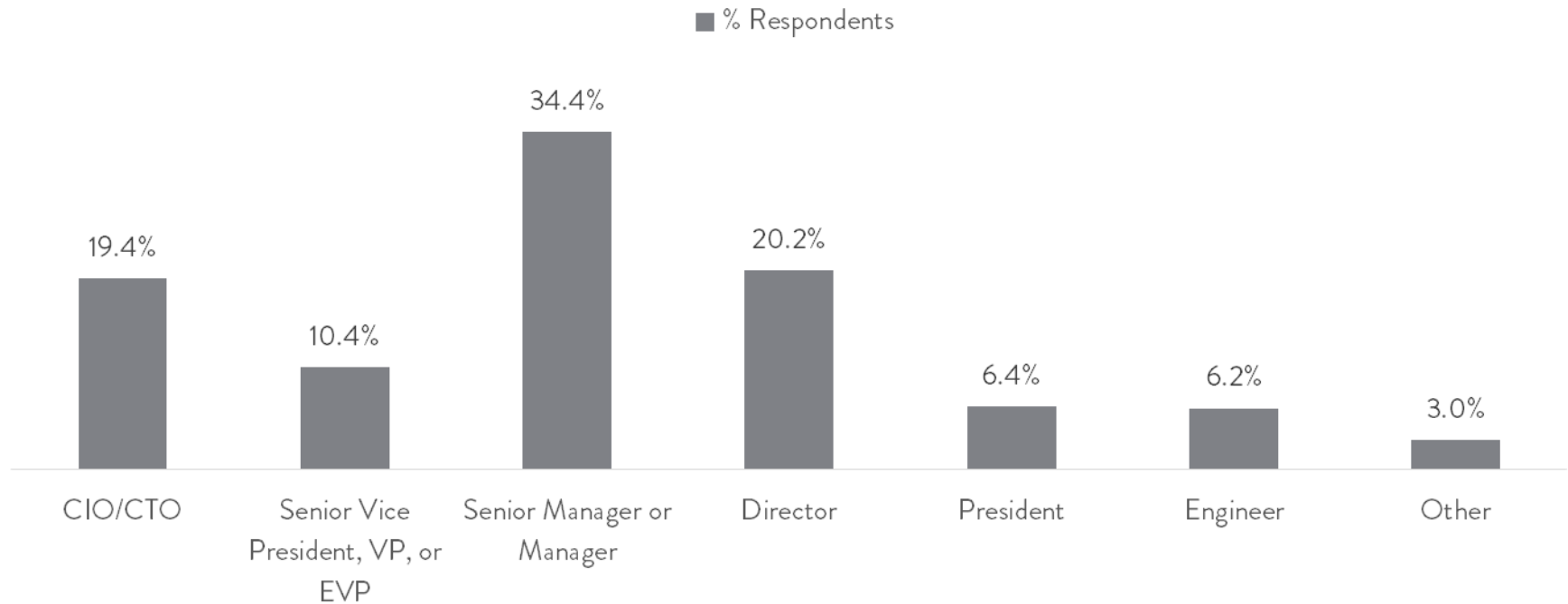
- Future tech hotspots:
  - Male: 51% Houston, 47% Chicago, 40% Boston
  - Female: 58% Chicago, 47% Boston, 42% Houston
- Biggest challenge to diversity:
  - Male: 43% Age, 26% Gender
  - Female: 39% Age, 32% Gender
- More male respondents have worked in IT for 10 + years (34% male vs. 25% female); and more female respondents have worked in IT for between 1 – 5 years (23% female vs. 17% male)
- Both men and women rated team work/interpersonal skills as the hardest soft skill to find; both were similarly tied on security/critical infrastructure and project management as the most difficult to find hard skills



**DEMOGRAPHIC QUESTIONS**

# CURRENT JOB TITLE

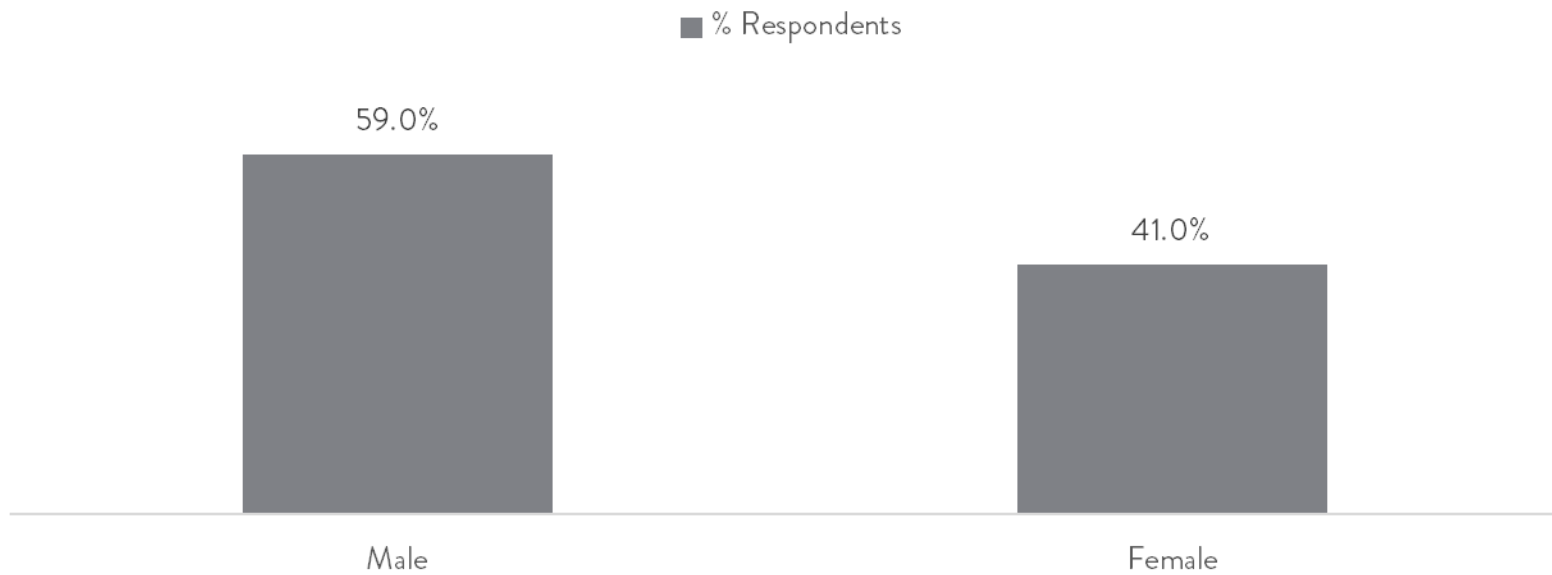
WHICH OF THE FOLLOWING IS CLOSEST TO YOUR CURRENT JOB TITLE?





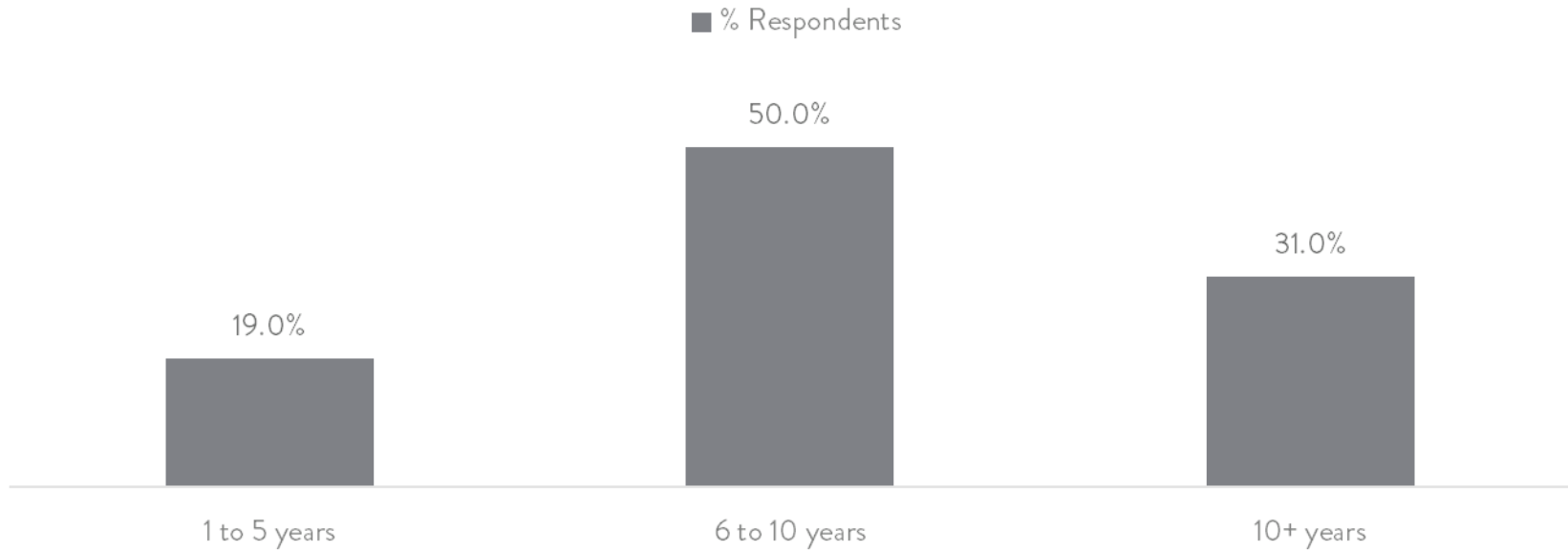
# GENDER

WHAT IS YOUR GENDER?



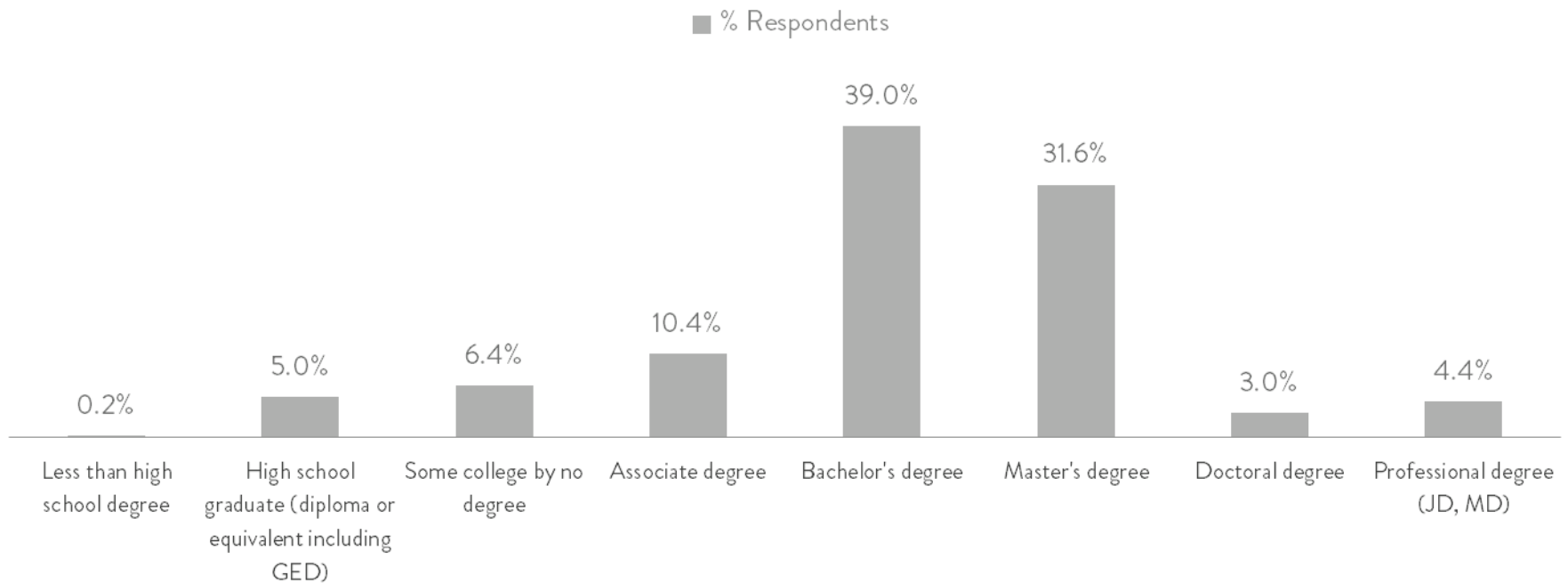
# LENGTH OF IT CAREER

HOW LONG HAVE YOU WORKED IN IT?



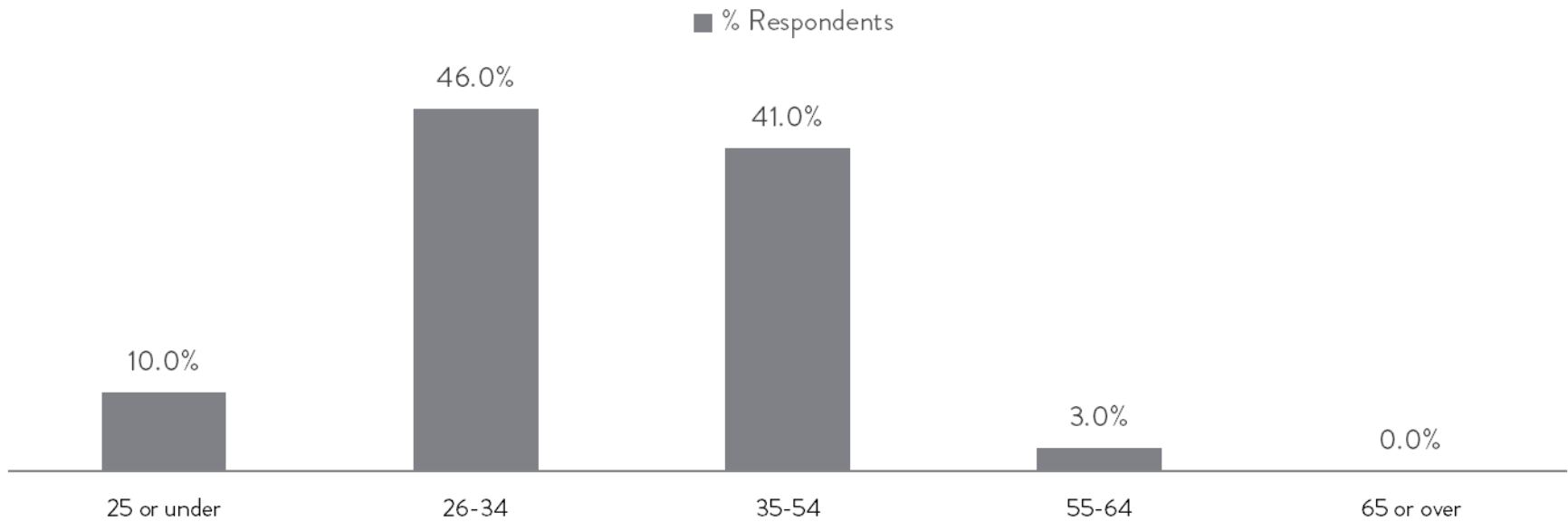
# EDUCATION

WHAT IS THE HIGHEST LEVEL OF SCHOOL YOU HAVE COMPLETED OR THE HIGHEST DEGREE YOU HAVE RECEIVED?



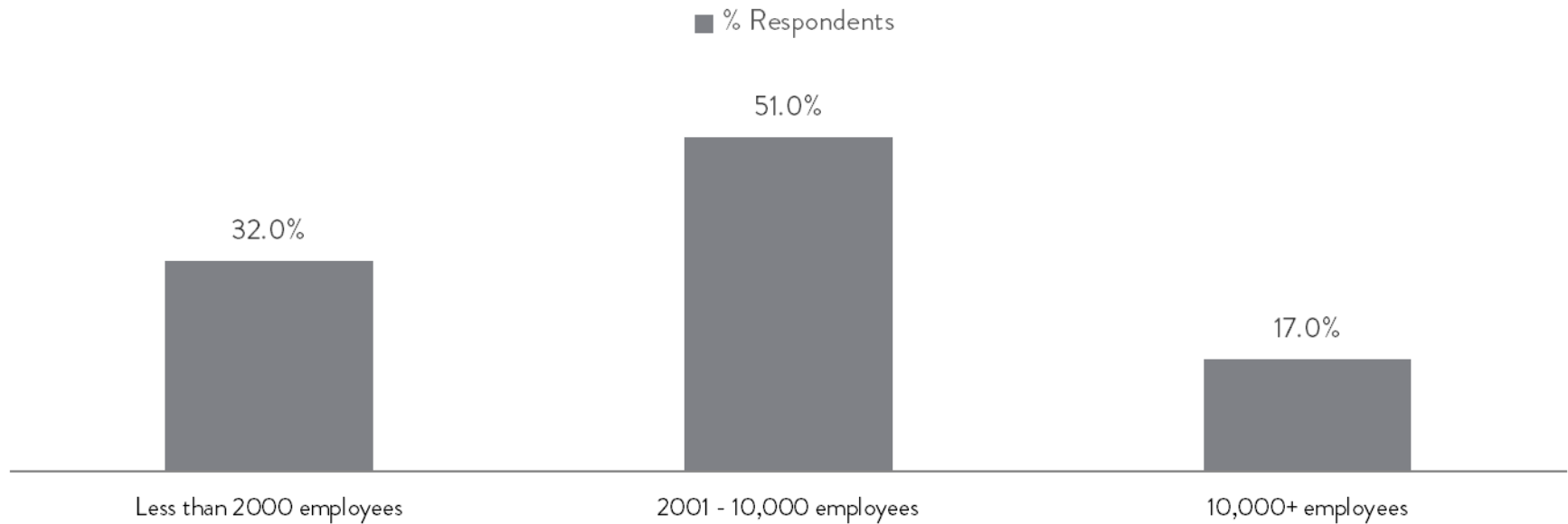
# AGE

HOW OLD ARE YOU?



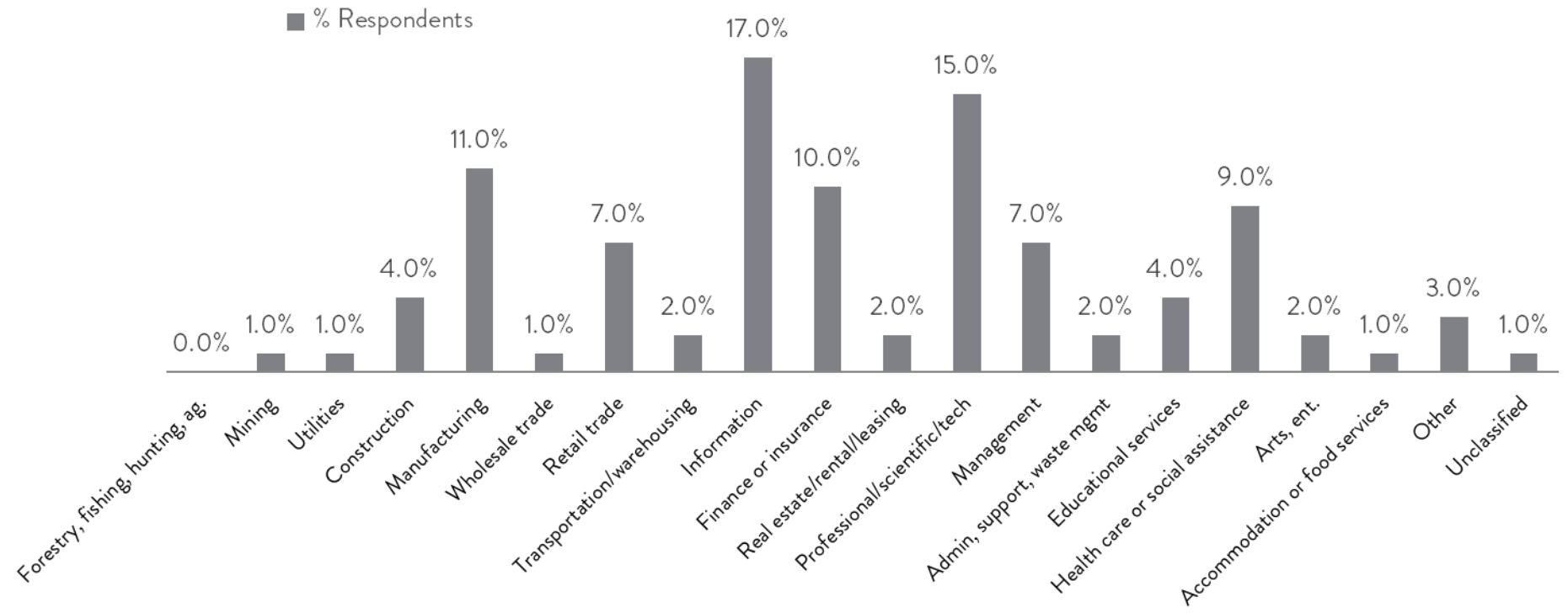
# SIZE OF EMPLOYER

HOW MANY EMPLOYEES ARE IN YOUR ORGANIZATION?



# INDUSTRY

IN WHICH INDUSTRY ARE YOU CURRENTLY EMPLOYED?



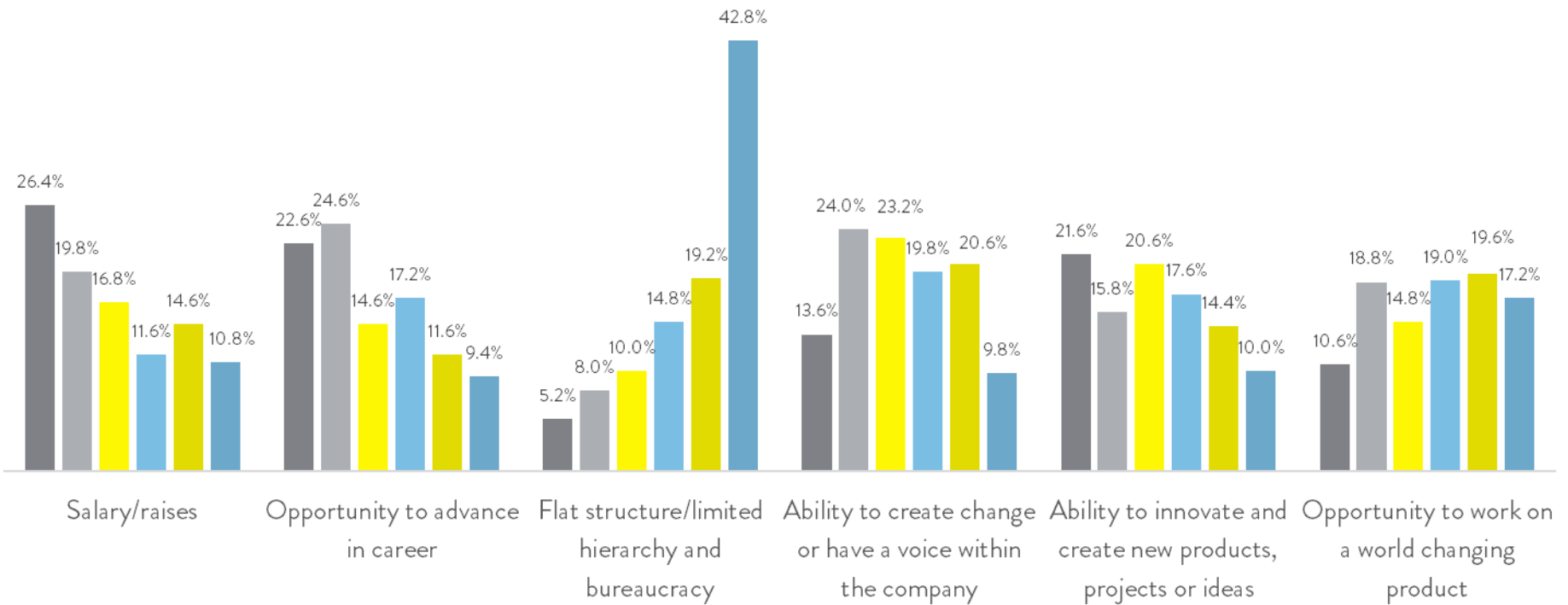


**RESPONSES: KEY INSIGHTS**

# BENEFITS

PLEASE RANK THE FOLLOWING BENEFITS IN ORDER OF HOW IMPORTANT THEY ARE FOR ATTRACTING AND RETAINING TOP TECH TALENT.

■ 1 - Extremely Important ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 - Not at all important





# BENEFITS

PLEASE RANK THE FOLLOWING BENEFITS IN ORDER OF HOW IMPORTANT THEY ARE FOR ATTRACTING AND RETAINING TOP TECH TALENT.

- Tech workers are more concerned with salary and total compensation than the stability and longevity of the company
  - 63% overall
  - 81% of respondents with the president job title agreed, far more than other respondents
- Tech workers are more concerned about out-of-the-box benefits (i.e. flex hours, free snacks) than salary
  - 54% overall
  - Men were more likely to agree (60%) than women (45%)

# SALARY EXPECTATIONS

## WHICH STATEMENT DO YOU THINK BEST DESCRIBES THE MAJORITY OF TECH EMPLOYEES' SALARY EXPECTATIONS

- Tech workers expect a salary that aligns with the market average for their role
  - 49% overall
  - Selected by 69% of those with some college but no degree, but only 20% of those with a doctoral degree
- Tech workers expect a salary that is higher than the market average for their role
  - 42% overall
  - Selected by 16% of those with some college but no degree, and 80% of those with a doctoral degree
- Tech workers expect a salary that is lower than the market average for their role
  - 9% overall
- In the 2015 general population survey, 73% of respondents said tech professionals are paid enough, 16% said they are underpaid, and 10% said they are over paid

## WHICH SOFT SKILL IS MOST DIFFICULT TO FIND IN TECH CANDIDATES?

- Team work/Interpersonal skills
  - 31% overall
  - 55% of those with professional degrees chose this skill
- Communication skills
  - 26% overall
  - 52% of engineers chose this skill, however only 22% of those who have worked in IT 6 to 10 years chose this skill, as opposed to 31% of those in the 1 to 5 years or 10+ years categories
- Adaptability
  - 14% overall
- Problem solving
  - 14% overall; only chosen by 5% of those with 10,000+ employees at their organization
  - Only 9% of those 35 – 54 chose this skill, as compared to 25% of those 55 – 64
- Critical observation
  - 14% overall

# HARD SKILLS

## WHICH HARD SKILL IS MOST DIFFICULT TO FIND IN TECH CANDIDATES?

- Programming
  - 13% overall; highest among engineers (26%)
- Security/critical infrastructure
  - 22% overall; highest among CIO/CTOs (28%)
- Quality Assurance/QA
  - 18% overall; highest among CIO/CTOs (19%)
- UX/UI
  - 4% overall; low among all groups
- Program/product management
  - 10% overall; highest among SVP, VP and EVPs (19%)
- Design
  - 12% overall; under 13% for all titles
- Project management
  - 21%; highest among directors (29%) and those with over 10 years of experience in IT (23%) and highest with those with 1 to 5 years of experience (23%)

# SALARY OFFERING

WHEN HIRING A TOP CANDIDATE THAT IS CURRENTLY EMPLOYED, WHAT IS THE AVERAGE SALARY INCREASE YOU ARE WILLING TO OFFER TO ENCOURAGE THEM TO LEAVE THEIR EMPLOYER?

- No increase
  - 2% overall; engineers were most likely to chose this (13%)
- 3 – 5% increase
  - 19% overall; senior managers or managers were most likely to choose this (29%); favored by those with less than 2,000 employees in their organization (33%)
- 6 – 9% increase
  - 33% overall; most likely favored by CIO/CTOs (38%) and directors (37%)
- 10 – 15% increase
  - 32% overall; favored most by directors (40%), least by presidents (13%)
- Above 15%
  - 14% overall; favored most by presidents (50%), least by engineers (3%); favored most by those who have been in IT for over 10 years (37%); favored most by those who have 10,000+ employees in their organization

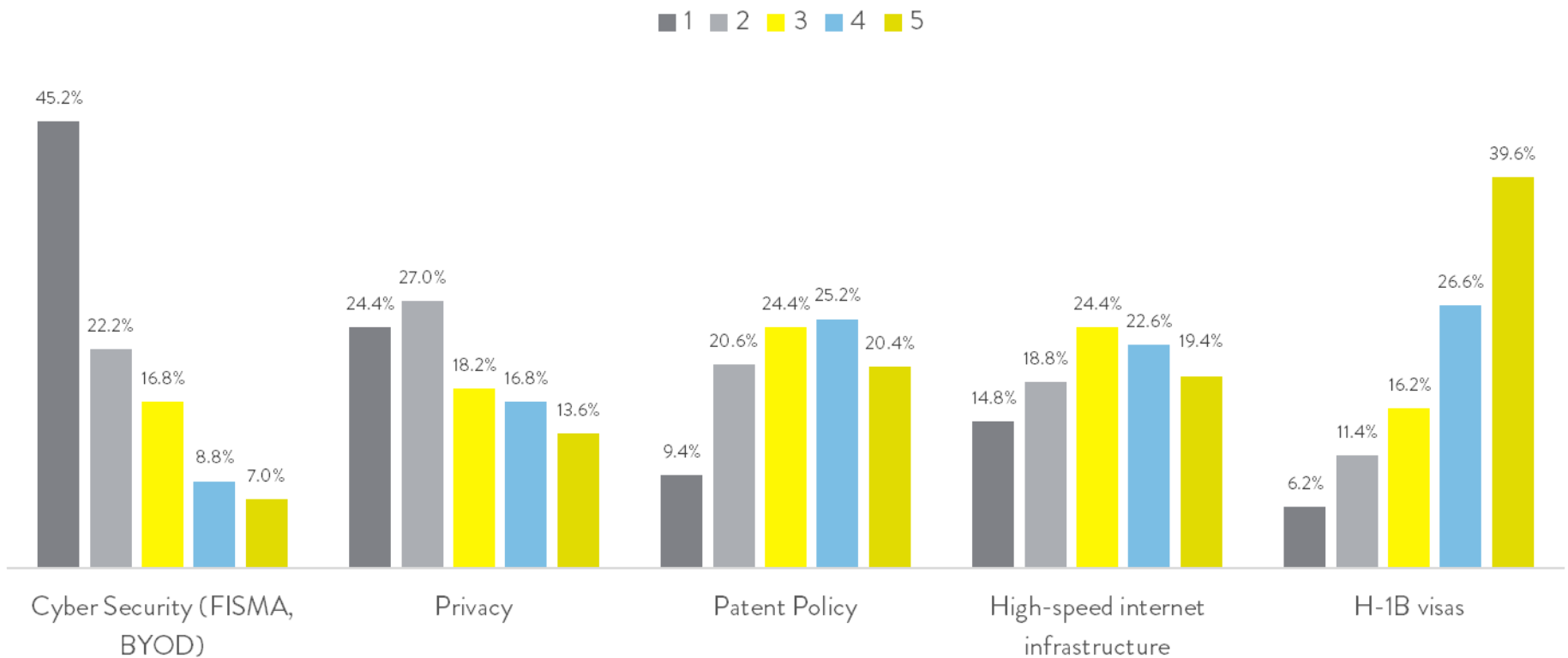
# RE-HIRING

IF A TOP PERFORMER RESIGNED FROM YOUR COMPANY, BUT LATER EXPRESSED THAT THEY WOULD LIKE YOU TO REHIRE THEM AS THEIR NEW COMPANY WASN'T A FIT, HOW LIKELY WOULD YOU BE TO TAKE THEM BACK?

- I wouldn't consider rehiring a top performer who resigned
  - 12% overall
- I would consider rehiring a top performer who asked to be rehired within 3 months of resigning
  - 35% overall; most highly favored among CIO/CTOs (44%)
- I would consider rehiring a top performer who asked to be rehired within 6 months of resigning
  - 21% overall
- I would consider rehiring a top performer no matter how much time had passed since their resignation
  - 33% overall; most highly favored among presidents (59%)

# POLITICAL POLICIES

PLEASE RANK THE FOLLOWING RECENT POLITICAL POLICIES IN ORDER OF HOW MUCH THEY WILL IMPACT THE TECH INDUSTRY OVERALL.



# POLITICAL POLICIES

PLEASE EXPLAIN WHY YOU SELECTED THE POLITICAL ISSUE YOU RANKED AS THE MOST IMPACTFUL ON THE TECH INDUSTRY.



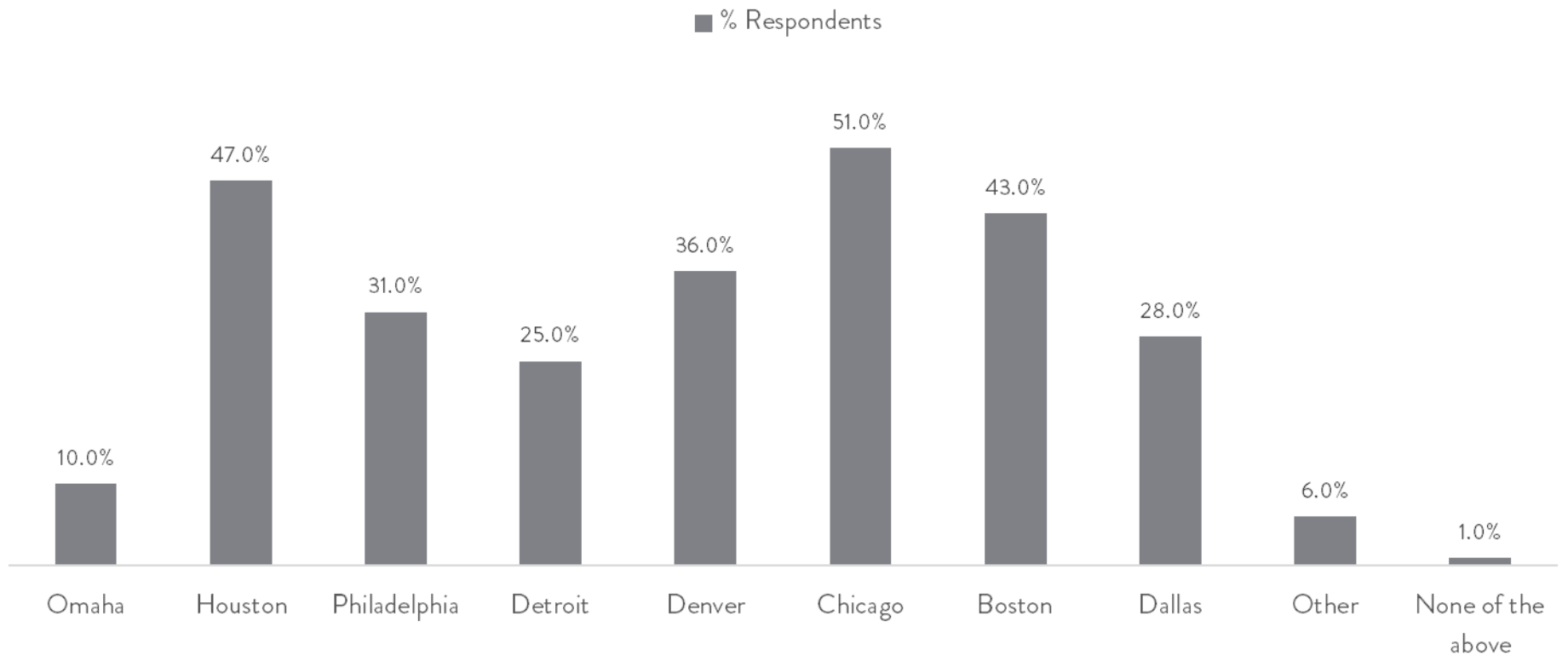


WHEN EVALUATING TECH JOB CANDIDATES, DO YOU VALUE AN EDUCATION FROM AN ONLINE INSTITUTION AS EQUAL TO A TRADITIONAL BRICK AND MORTAR DEGREE? NOTE: THIS IS SPECIFIC TO DEGREES AND NOT CERTIFICATIONS.

- I view candidates with online degrees as equal to traditional brick and mortar holding candidates
  - 20% overall; 25% of female respondents, 17% of male respondents, the biggest disparity between genders of all options
- I prefer candidates with an online degree to those with a traditional brick and mortar degree
  - 6% overall
- I prefer candidates with traditional brick and mortar degrees to those with an online degree
  - 18% overall; highest among directors (25%); highest among those with over 10 years in IT (25%)
- It depends more on the quality of the institution or the subject of the degree, rather than the online or offline nature of the degree
  - 27% overall; highest among senior managers or managers (34%)
- Work experiences and certifications are more important than education when evaluating a candidate, so the online/offline nature of their degree is not relevant
  - 28% overall; highest among engineers (48%)

# FUTURE TECH HOTSPOTS

WHAT PLACES IN THE US ARE GROWING FUTURE TECH HOTSPOTS? (SELECT ALL THAT APPLY)



# FUTURE TECH HOTSPOTS

## WHAT PLACES IN THE US ARE GROWING FUTURE TECH HOTSPOTS?

- 51% of those who have worked in IT over 10 years selected Houston, followed by Chicago (48%)
- 53% of those who have worked in IT 1 – 5 years selected Chicago
- Houston was highest among those with some college but no degree (66%)
- Chicago was highest among those with a professional degree (73%)
- 50% of those with a bachelor's degree chose Chicago
- 58% of those 26 – 34 chose Chicago; 50% of those 35 – 54 chose Houston; 44% of those 55 – 64 chose Boston

## WHAT AREA OF TECHNOLOGY HAS THE POTENTIAL TO MAKE THE BIGGEST IMPACT?

- Artificial intelligence
  - 46% overall; lowest among presidents (22%)
- Drones
  - 19%; highest among SVP, VP and EVPs (29%); lowest among those who have been in IT 10+ years (10%)
- 3D Printing
  - 23% overall; highest among presidents (44%)
- AR/Augmented Reality
  - 12% overall; highest among engineers (19%)

# SECURITY THREAT

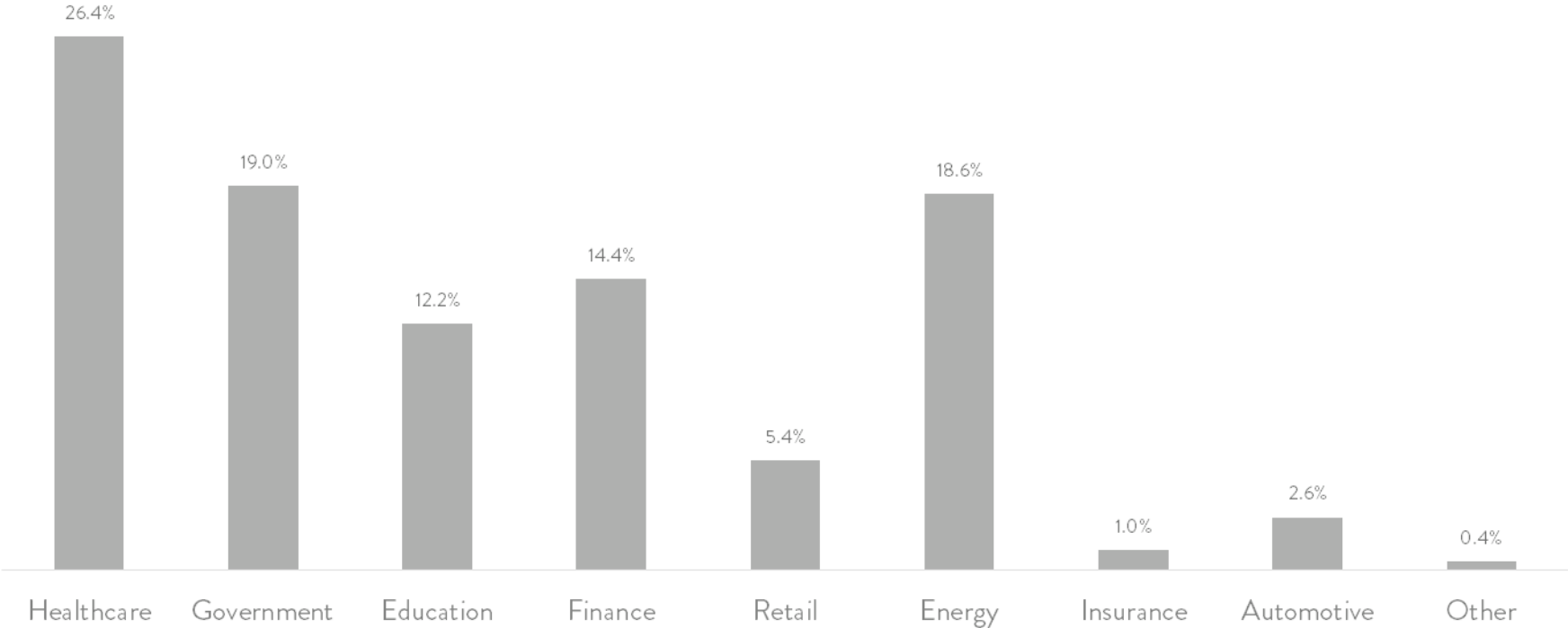
## WHAT IS YOUR COMPANY'S BIGGEST SECURITY THREAT?

- External threats
  - 40% overall; 50% among presidents, 35% among engineers
- Big data storage
  - 20% overall; 35% among CIO/CTOs, 17% among SVP, VP and EVPs
- Internal threats
  - 17% overall; 3% among presidents, 29% among engineers
- Point of sale breach
  - 14% overall; 19% among directors, 12% among CIO/CTOs and Senior Managers or Managers

# TECHNOLOGY TALENT

WHICH INDUSTRY DO YOU THINK WILL HAVE THE GREATEST NEED FOR INCREASED TECHNOLOGY TALENT IN THE NEXT FIVE YEARS?

■ % Respondents



# TECHNOLOGY TALENT

WHICH INDUSTRY DO YOU THINK WILL HAVE THE GREATEST NEED FOR INCREASED TECHNOLOGY TALENT IN THE NEXT FIVE YEARS?

- Top among those with 10+ years experience in IT were healthcare (27%) and finance (22%)
- Those with 1 to 5 years in IT, chose healthcare (27%) government (21%) and energy (21%)
- 41% of presidents chose government; 39% of engineers chose energy
- In the 2015 general population survey, 46% of respondents said healthcare, 16% said education and 13% said government

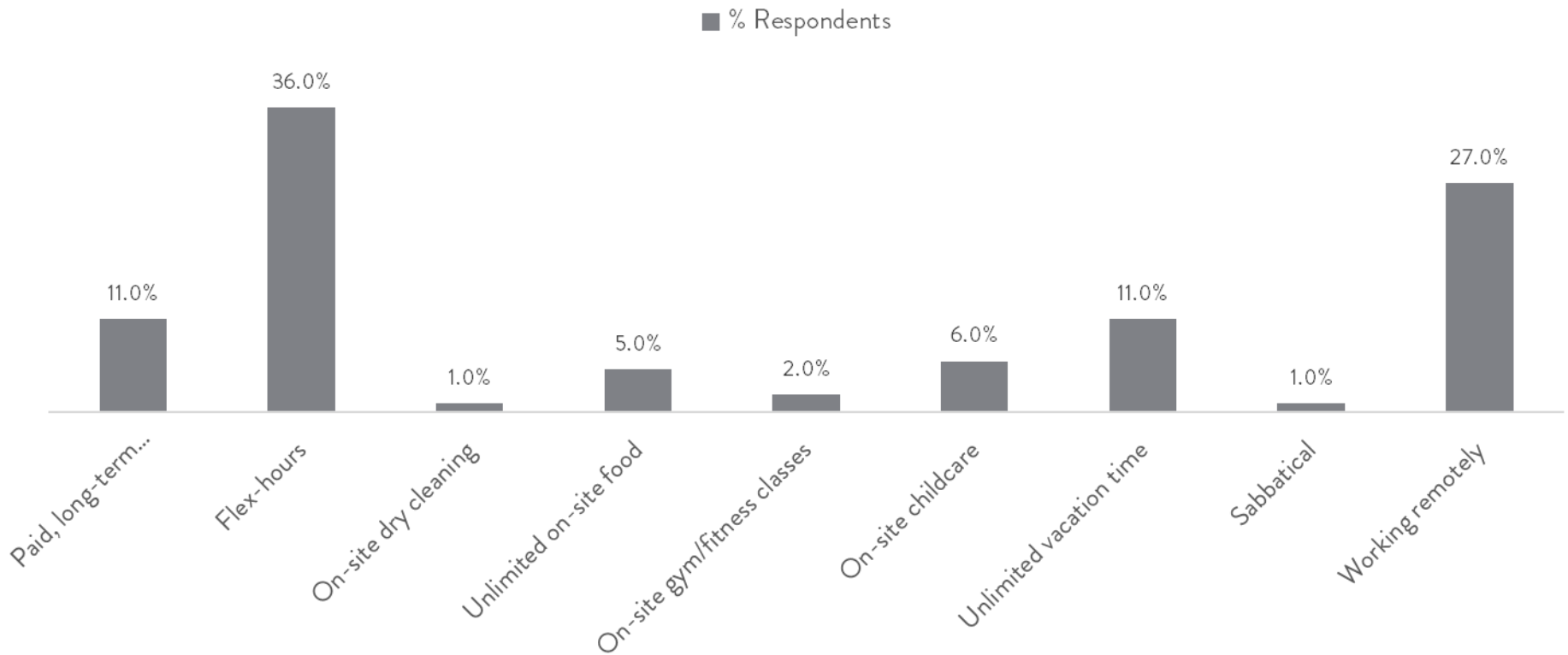
## WHAT DO YOU SEE AS THE BIGGEST CHALLENGE TO DIVERSITY IN THE TECH INDUSTRY?

- Age
  - 41% overall
- Ethnicity
  - 21% overall
- Gender
  - 28% overall; the only group who chose this over age was those who have worked in IT 1 to 5 years (34%)
- Religion
  - 9% overall
- In the 2015 general population survey, 55% of respondents said age, 20% said gender, 18% said ethnicity, and 5% said religion



# BENEFITS

WHICH BENEFIT DO YOU THINK APPEALS MOST TO YOUR EMPLOYEES OR POTENTIAL EMPLOYEES?



# BENEFITS

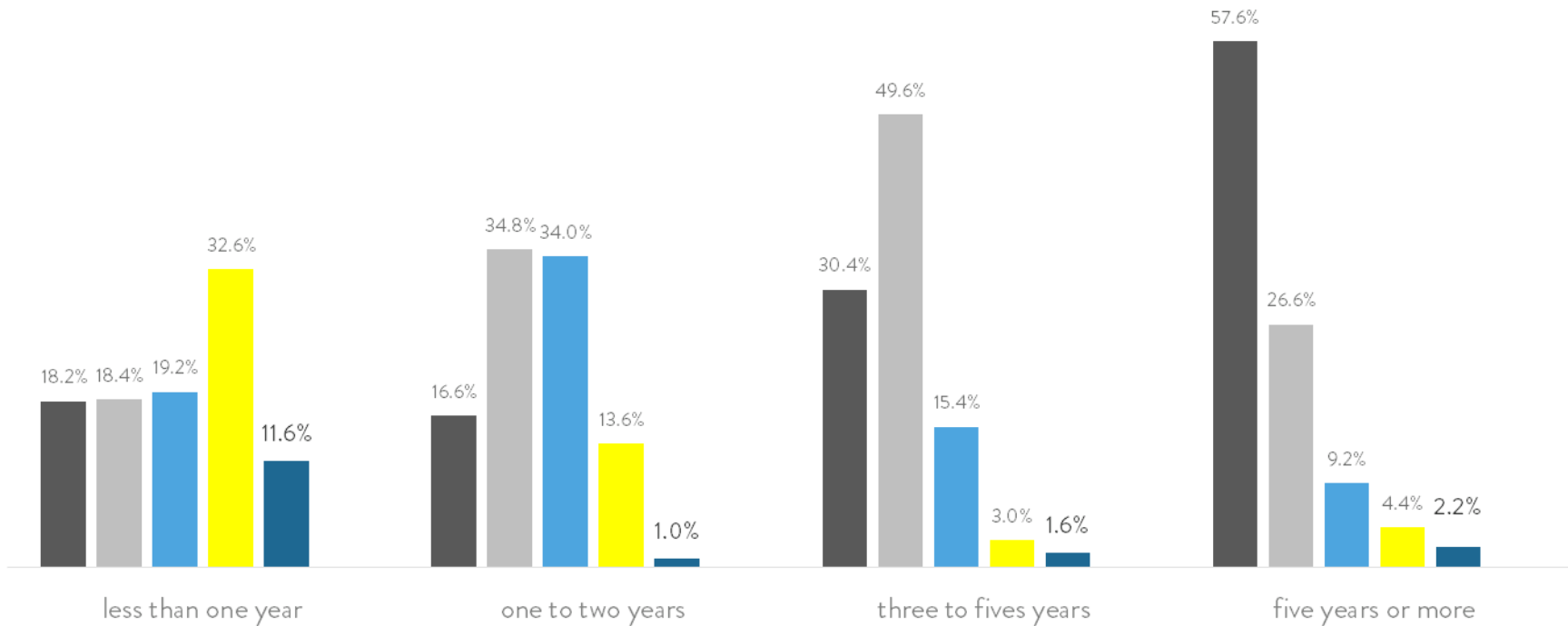
## WHICH BENEFIT DO YOU THINK APPEALS MOST TO YOUR EMPLOYEES OR POTENTIAL EMPLOYEES?

- Flex
  - Similar expressions across gender, title, and length of experience in IT
  - Rated highest benefit by those with an associate degree (48%)
- Working remotely
  - Significantly more appealing to those with at least some college (34%) versus those with only high school diploma or less (16%)
- Maternity/paternity leave
  - 15% of female respondents chose this, and 9% of males
- Unlimited vacation
  - Rated most highly by those whose highest level of education is high school graduate (24%)
- In the 2015 general population survey, 50% of respondents said flex hours are most appealing in a job, 21% said unlimited vacation time, 8% said paid long-term maternity or paternity leave

# AVERAGE TENURE

IN THIS QUESTION, PLEASE INDICATE HOW AVERAGE TENURE OR LENGTH OF TIME SPENT AT FORMER JOBS IMPACTS YOUR VIEW OF A POTENTIAL CANDIDATE.

■ Extremely positive      ■ Somewhat positive      ■ Neither positive nor negative  
■ Somewhat negative      ■ Extremely negative



# AVERAGE TENURE

IN THIS QUESTION, PLEASE INDICATE HOW AVERAGE TENURE OR LENGTH OF TIME SPENT AT FORMER JOBS IMPACTS YOUR VIEW OF A POTENTIAL CANDIDATE.

- 78% of presidents chose five or more years as extremely positive
- Directors viewed average tenure of less than one year most negatively (56%), as do those who have worked in IT for 10 or more years (56%); those 25 and under view it less negatively (32%) than those 55 – 64 (50%)

# CONTACT US

MAKING CONNECTIONS

**Hadas Streit**

Vice President, Allison+Partners

646-428-0629

[hadas@allisonpr.com](mailto:hadas@allisonpr.com)

MODIS